



# Organic Food Guide Now Available Online

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MADISON – Whether at the farmers market, in the grocery store aisle or at an on-farm store, many questions can arise about organic food and how it is produced and labeled. To answer these questions, a team of partners has developed *A Consumer's Guide to Organic Foods*.

“The consumer’s guide can assist people in navigating the sometimes overwhelming array of food choices, labels and claims by answering important questions about the benefits of organic food,” said Jennifer Casey, a Registered Dietitian at the Gerald L. Ignace Indian Health Center in Milwaukee and member of the Organic Advisory Council. “I got involved in this project for two reasons—because more than ever eaters want to understand what goes into what they are feeding themselves and their families and to help promote our extraordinary Wisconsin organic producers.”

The complete consumer’s guide is a 20-page booklet that describes organic farm production methods, what the organic label on your food really means and what you are getting with your food dollar when buying organic. The publication also includes ways to find local certified organic farms, processors and handlers.

“We are a national leader in organics. In response to continued strong demand, the number of farmers, processors and handlers of organics continues to grow at double digit rates,” added Mike Powers, the Department of Agriculture, Trade and Consumer Protection (DATCP)’s Agricultural Development Administrator. “Sometimes, the question is as basic as, where can I find the organically produced product that I’m looking for? *A Consumer's Guide to Organic Foods* is part of an overall Market Wisconsin effort that helps bring together producers with those looking for organic products or ingredients.”

Different versions of the consumer’s guide are available online in a brochure format, bookmark, rack card and magnet. These marketing tools are available to download and print at no cost to provide consumer information and support Wisconsin’s organic industry.

“Consumers can visit our website at [datcp.wi.gov/Farms/Organic\\_Farming/Organic\\_Consumer\\_Guide](http://datcp.wi.gov/Farms/Organic_Farming/Organic_Consumer_Guide) to review and print the consumer’s guide and brochure in an easy-to-use, low-resolution format,” explained Laura Paine, DATCP’s Organic and Grazing Agriculture Specialist. “We are also very excited to offer these materials in high-resolution so producers can print multiple copies from the website for use at farmers markets, stores or restaurants.”

These materials were developed through a collaborative project by DATCP, Wisconsin Organic Advisory Council, Midwest Organic and Sustainable Education Service, Madison Area Community Supported Agriculture Coalition and University of Wisconsin Cooperative Extension. Financial support was provided by the United States Department of Agriculture Specialty Crop Block Grant Program.

For more information, contact Paine at 608-224-5120 or [laura.paine@wi.gov](mailto:laura.paine@wi.gov). You can also connect with DATCP on Twitter at [twitter.com/widatcp](https://twitter.com/widatcp) or Facebook at [facebook.com/widatcp](https://facebook.com/widatcp).



*A Consumer's Guide to Organic Foods* is now available to answer questions about organic food and how it is produced and labeled.